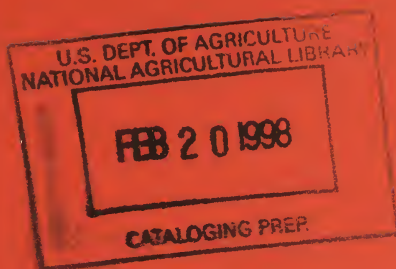


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

aJF1525
.R46U54



FROM PEN TO PRINT

a
handbook
about ERS
research
manuscripts

U.S. DEPARTMENT
OF AGRICULTURE
ECONOMIC
RESEARCH
SERVICE

United States
Department of
Agriculture



National Agricultural Library



HOW LONG WILL IT TAKE?

That is the question most authors ask. They have completed their work by writing up their study, and now if it can just be hurried into print, they can pass out the copies to their colleagues and clients.

Then the problems begin—the scarcity of typists, the cussedness of reviewers, the petty grievances of editors over commas of all things. And before long there is a full-blown case of author frustration, long before there seems to be any real progress towards publication.

By now, it's small comfort to point out that the editing process can be useful or that many an author has thereby been spared embarrassment by an astute editor who converts a meager draft into a respectable publication. Besides being small comfort, this kind of rationale can bring forth the retort that many a publication has a history of countless reviews and adjustments all out of proportion to the negligible improvements wrought.

And look at all the time it takes! To provide perspective for this exclamation, here is a look at how long it usually takes to go from the author's submission to printed copy. First, however, discount the extremes: The pressure, all-out job that is wrung out for Hill use in 10 days, and the opus that someone at each level rewrites and that takes a year to stumble into print accompanied by a 2-page errata sheet.

For most ERS research reports it infrequently takes less than 3 or more than 6 months to accomplish the task. This range reflects not only the diversity of reports handled, from 8-page handouts to phonebook-size technical compendiums. It also reflects seasonal patterns for the 100-odd research reports annually submitted. For example, you may have to wait in line to have your report edited in March, when every other author is also hoping to get in under the wire on the current fiscal year's funds. In contrast, during the August doldrums the editor may greet the author like a long-lost friend.

What You'll Find Here

We put this material together to help author and editor alike to attain the lower end of the time range with a product both can be proud of. It can also be a handy reference for the person typing the manuscript and the camera copy.

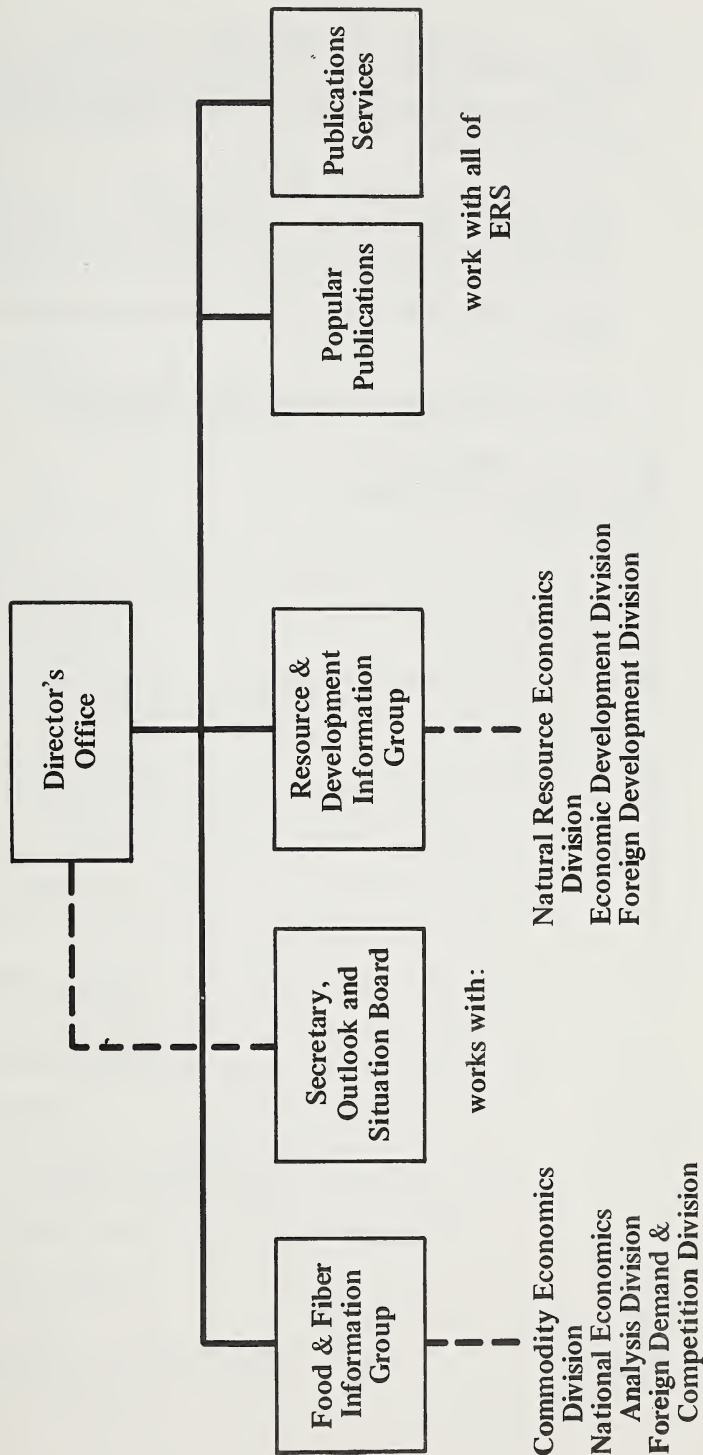
- The first section discusses the procedures and forms necessary for clearing, editing, and printing the publication.
- The next five sections provide guidelines for writing the report, typing the manuscript, editing the report, preparing the final copy, and proofreading that copy before it is printed.
- The last two sections give general information on selecting artwork and cover designs and on printing and distribution.
- Appendixes list the types of ERS publications and the series into which nonperiodic reports fall.

What You Won't Find Here

We tried to make this guide as comprehensive as possible. But we didn't try to answer all the questions that might arise in the publication process, or address the often subtle exceptions to the general rules.

But more important, this guide is not to be a substitute for more direct and more informal work between information and research people. As indicated in the organization chart on the opposite page, two of the information groups work particularly with the two major research groups—food and fiber economics, and resource and development economics. A major function of the information groups is to provide editorial assistance early in the publications planning and writing stage, and to work with authors in organizing their reports. The latter work includes planning a report's format, determining its series, and resolving problems such as how to set up complex tables and charts, how to document an unusual data source, and how to streamline a complicated title. For guidance in these and other aspects of preparing and publishing a research report, authors and their staff are urged to contact the appropriate ERS information group.

ERS DIVISION OF INFORMATION



Once a manuscript is assigned to an editor, however, the editor is the author's contact until the report is published.

Finally, we recommend that you have copies of the following reference materials:

U.S. Government Printing Office Style Manual, January 1973 edition (the sections on capitalization, compound words, abbreviations, and numerals are especially important).

Preparing Statistical Tables (USDA, Agriculture Handbook 433, July 1972).

Tips on Preparing Chart Roughs (USDA, March 1973).

Division of Information
Economic Research Service
August 1974

CONTENTS

THE PROPER CHANNELS, PLEASE	1
Manuscript Review	1
Clearances	2
Artwork	4
Photographs	4
Printing	6
Errata sheets	7
Reprinting and revising	8
THE AUTHORING	9
Different forms for different readers	9
Writing and organizing the report	11
The title	14
The abstract	15
Acknowledgments	18
The summary	18
Headings	20
Tables and charts	20
Literature citations	21
Copyrighted material	25
Reference to brand names and commercial enterprises	25
Pesticide precautionary statements	25
THE COPY TAKES SHAPE	27
General format, numbering pages, attaching inserts	27
Tables of contents	28
Headings	28
Underscoring	28
Quotations	28
Tables	29
Footnotes	29
Literature citations	29
MARK TWAIN ON EDITORS	31
FOCUS ON COPY	35
Typing	35
ERS composition unit and outside composition	38
PROOFREADING—MORE THAN TYPO TRACKING	39
HOW TO PACKAGE IT	41
Charts	42
Photographs	43
Covers—paper weights and colors	43

THE FINAL WORD: HOW TO GET AND DISTRIBUTE IT	47
Printer and time required	47
Printer's errors	48
Volume and distribution	48

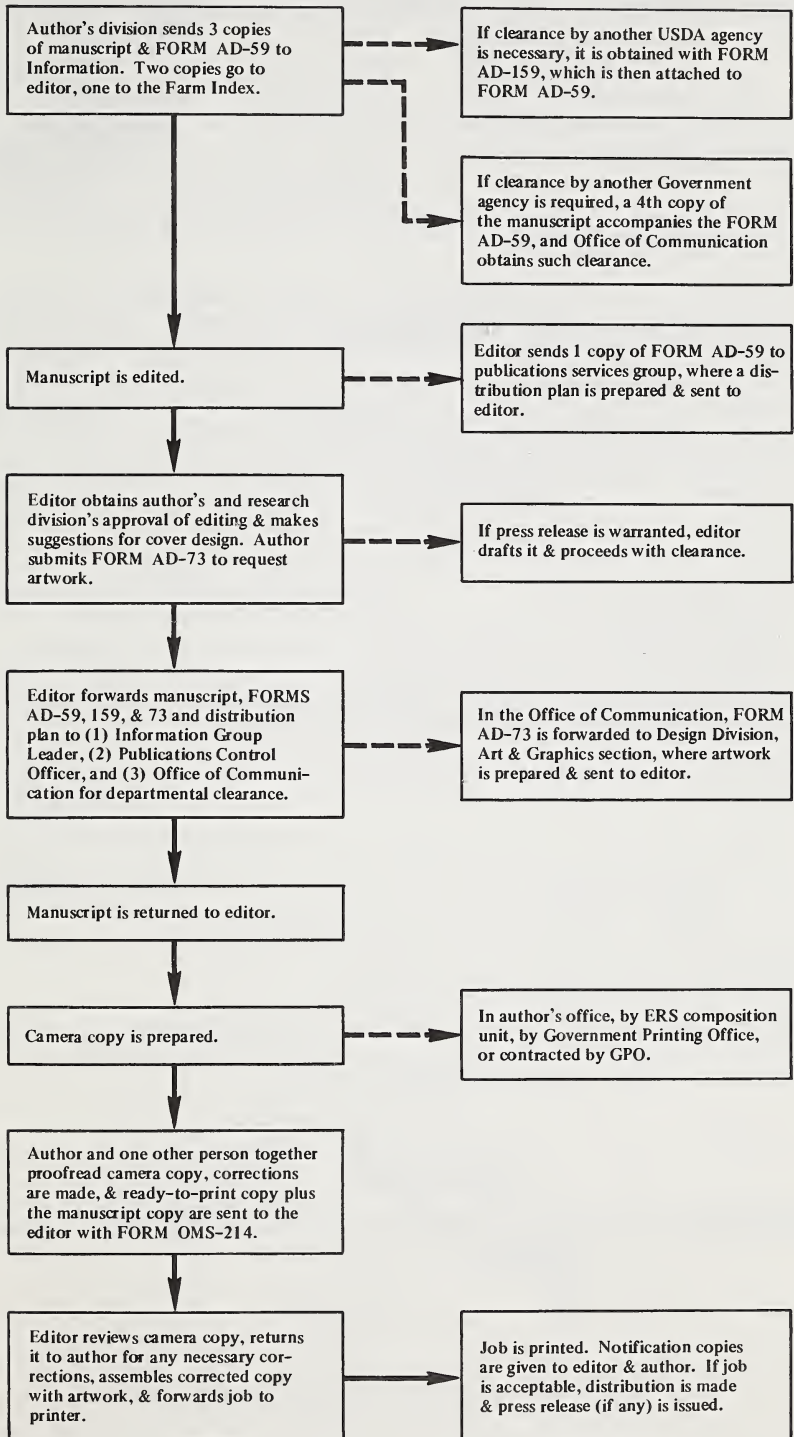
FOR FURTHER INFORMATION:

Types of ERS publications	50
Publications series	52

IF YOU NEED SAMPLES OF—

Manuscript review form	viii
Interagency clearance form	3
Artwork form	5
Printing form	6
Errata sheet	7
Abstracts	16
A summary	19
Literature citation list	23
Camera copy pages	34, 37

THE PATH TO PUBLICATION:



UNITED STATES DEPARTMENT OF AGRICULTURE

REQUEST FOR MANUSCRIPT REVIEW

(See reverse side for instructions)

1 Agency **ERS** 2 Date **Sept. 20, 1973**3 ☐ Initial request
☐ Supplemental

4. Agency No.

5 Manuscript title **Agriculture in the United States and the People's Republic of China, 1967-71**6. Series **FAER**7. No. copies
5,0008. ☒ Check box if self-mailer is to be used. If not, explain why under "REMARKS"9 Brief description of contents **A comparison of agriculture in the United States with that in China covering farm structure, land endowment, inputs crop and livestock production, foreign trade, and consumption.**10 Need for and timeliness of this publication **This study will be useful in responding to the many requests for information on China, using the reader's familiarity with U.S. agriculture as a benchmark.**

11. Requested delivery date

12. Manuscript

☒ New ☐ Supersedes ☐ Revision ☐ Slight revision ☐ Reprint

13. Paper Stock

Text **WHITE OFFSET**Cover **WHITE COVER
STEEL**

14. Trim Size

7 7/8" X 10 1/2"

15. Est. printed pages

48

16. Ink Color

Text **BLACK**Cover **CAFICO 533
JACHT BLUE**

17. Number of

Halftones **7**Line Drawings **4**

18. Reproduction

☐ Dept. plant ☐ GPO ☐ Contract via GPO ☐ Other

19. Composition

☐ GPO ☐ DSO ☐ Contract via GPO ☒ Agency20. ☐ Hold reproducibles _____ months☐ Return negatives to agency

21. Recommended sale by Superintendent of Documents (see reverse, item 10)

☐ Yes ☐ No

22. Items enclosed

☒ Manuscript ☐ Data for charts ☐ Camera copy ☒ AD-73 ☐ AD-155 ☐ Labels
☐ Illustrations ☐ Preliminary art ☐ Material for cover page ☐ AD-78 ☐ AD-156

To follow

23 Manuscript cleared by the following agencies, and their comments, if any are attached

Foreign Agricultural Service

24 REMARKS

25. For use by Office of Information

Received _____

Date _____

Joseph W. Willett**Director, Foreign Demand and Competition Division**

26. I certify that publication of this manuscript in the quantity and form requested is essential to the official business of the U.S. Department of Agriculture and that it has been prepared to meet exacting standards of economy and effectiveness. If a reprint, I certify text, references, and illustrations are up to date or that the reasons this is not feasible are stated under "Remarks."

Agency Publications Control Officer

Date

27. Manuscript ☐ Approved ☐ Approved pending action on the following:



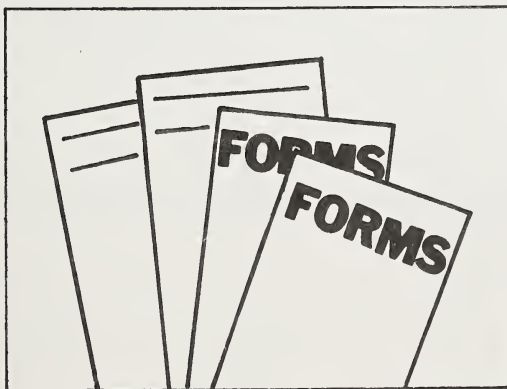
THE PROPER CHANNELS, PLEASE

The proper channels, the procedures, the red tape, the multicopy forms—despite their ominous connotation, they are essential to a smooth and efficient publication process. Our procedures are relatively streamlined—they concern primarily manuscript review, artwork preparation, and printing—and in many instances, the editor provides most of the data for the forms.

Manuscript Review

Authors must use Form AD-59, Request for Manuscript Review (see facing page), to submit manuscripts to the Division of Information for editing. Complete only the items circled in the illustration—the editor will complete the other items. Note the typed-in line for the signature of the author's Division Director.

Submit three copies of a manuscript to be edited. (Two copies will go to the editor, one copy will be sent to the *Farm Index* magazine staff.)



Clearances*

The **Form AD-59** is about the most important form of them all. It facilitates clearance by the author's Division Director, by the Information Division, and by the Departmental Office of Communication. Three other types of clearance may also be pertinent:

A manuscript that discusses the work of another ERS division should be cleared informally by that division before the manuscript is sent to ERS Information for editing.

A manuscript that discusses the work of another USDA agency should also be cleared with that agency—before the manuscript is submitted for editing. The author obtains such clearance, using **Form AD-159, Manuscript Clearance** (see facing page), and the signed form is attached to the **Form AD-59** when the manuscript is forwarded to Information. The author should make the request for interagency clearance through the appropriate ERS information group leader.

When the manuscript requires clearance by another Government agency (for example, EPA, AID, or Census), Information, rather than the author, obtains the clearance. In such instances, the author should send a fourth copy of the manuscript along with the **Form AD-59** to ERS Information. This fourth copy will be sent to the other Government agency through USDA's Office of Communication at the same time the manuscript is being edited in ERS.

*This section discusses only clearance of research reports. To clear speeches, articles for outside journals, and State cooperative publications, contact the appropriate ERS information group leader.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C. 20250

MANUSCRIPT CLEARANCE

TO Don Looper

Date Sept. 6, 1973

(Agency) Foreign Agricultural Service

FROM Ben R. Blankenship

(Agency) Economic Research Service

A manuscript entitled Agriculture in the United States and the People's,
Republic of China, 1967-71
by Frederick Crook and Linda Bernstein, is enclosed for
official clearance by your agency, division, or branch. It is intended for
publication in Foreign Agricultural Economic Report.
(Show publications series or name of periodical)
We believe the following persons will have particular interest in the subject
matter of this report:

Please return the manuscript with this form signed as soon as possible.
Comments, suggestions, or criticisms will be appreciated.

Indicate the viewpoint of your organization by checking one of the
statements below.

☐ We have no comments, suggestions, or criticisms to offer on
this manuscript.

☐ The attached comments are offered for consideration.

() do
We () do not want to review the manuscript again.

Signature _____
(Clearance Officer)

Date _____

Agency _____

Form AD-159 (August 1967) (Previous editions are obsolete)

Artwork

Use **Form AD-73, Request for Art and Graphic Service** (see facing page), to obtain cover and other artwork—including charts, maps, and drawings—for your publication. It is best not to submit this form at the time the manuscript is initially sent to Information for editing. At some point during the editing process, the editor will consult with the author and the visuals unit to determine the most attractive and economical way to use the art. Hence, the editor provides information for the “description of work” block; the author or his administrative officer completes the items circled on **Form AD-73**.

Photographs

To obtain glossy prints of photographs for use in a report, submit to the editor **Form OMS-214, Requisition for Supplies, Equipment, or Services**, together with the negative, photo, book, or magazine from which the print is to be made (see discussion on p. 25 regarding copyrighted photographs). The editor will send the form and back-up material to the ERS printing office, which will transfer the instructions to a photographic printing request and submit the material to the photo lab.

U. S. DEPARTMENT OF AGRICULTURE

REQUEST FOR ART AND GRAPHIC SERVICE

Submit original and two copies to - Art and Graphics Division,
Office of Information

5. FOR FURTHER INFORMATION CALL
Ben Blankenship X78814

8. DESCRIPTION OF WORK

Please provide the following art for an administratively restricted handbook to publishing ERG research. The book will be document size (5 7/8" x 9 1/8").

1. Rough cover art. Title is "From Pen To Print: A Handbook About ERG Research Manuscripts."
2. Rough interior art. Text narrative will be set in one column, 25 picas wide, 46 picas deep. Attached are a table of contents and selected pages for which spot art would be appropriate.
3. Final art for attachment B (an organization chart) and attachment C (flowchart).

EDITOR WOULD LIKE TO CONFER WITH ARTIST ON INTERIOR SPOT ART AND COVER DESIGN.

9. METHOD OF REPRODUCTION

Offset

10. SIZE OF REPRODUCTION.

5 7/8" x 9 1/8"

11. SIGNATURE OF OFFICIAL APPROVING REQUEST

signature of author's administrative
officer

12. FINISHED WORK RECEIVED BY

DATE

AD-73
May 1965

Printing

When camera copy is ready to be printed, send it and the manuscript copy to the editor with Form OMS-214, Requisition for Supplies, Equipment, or Services (see the illustration below). Complete only the items circled—the editor will complete the other items.

OMS-214 (9-72) REQUISITION NO. Document control #628 APPROPRIATION AND/OR PROJECT 401-17-04-11-01		U. S. DEPARTMENT OF AGRICULTURE OFFICE OF MANAGEMENT SERVICES REQUISITION FOR SUPPLIES, EQUIPMENT, OR SERVICES		ORDER NO. <div style="display: flex; justify-content: space-between;"> <div> DATE Nov. 13, 1973 </div> <div> DATE REQUIRED PAGE 1 OF 1 </div> </div>	
REQUISITION MAILED TO: Joseph Zuessman Publications Services ERS Division of Information Room 0054, South Building			CONSIGNEE AND DESTINATION Joseph Zuessman Publications Services ERS Division of Information Room 0054, South Building <input type="checkbox"/> INSIDE DELIVERY REQUESTED		
FOR PROCUREMENT OFFICE USE ONLY					
CONTRACT NO.		TIME FOR DELIVERY		DISCOUNT TERMS	
F.O.B. POINT					
ITEM NO.	DESCRIPTION OF ARTICLES OR SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
	Please print Technical Bulletin: Interfiber Competition With Emphasis on Cotton: Trends and Projections to 1980 Number of copies: 3,000 Number of pages: 4 cover pages (cover 2 is blank; cover 3 is p. 93) 12 Roman pages 92 Arabic pages 108 SEPARATE COVER Cover stock: buff Cover ink: black Text stock: white Text ink: black				
SOURCE OF SUPPLY IF KNOWN:		<div style="display: flex; justify-content: space-between;"> <div> TOTAL \$ </div> </div>			
		I certify that the above items are necessary for use in the public service. TITLE Administrative Officer SIGNATURE OF AUTHORIZED REPRESENTATIVE 			

Errata Sheets

Sure, everyone makes mistakes, but it's no fun to advertise them, even if they really matter.

Use of errata sheets to correct errors in a publication is to be avoided if possible. Only those errors that significantly change the meaning, and that pertain to statistical and other errors in the report's contents, are permitted to be corrected with errata sheets. Printer's errors are discussed on page 48. The editor will give the author a copy of his printed publication as soon as it is off press. He should review it within 24 hours so that if an errata sheet is necessary, the sheet can be printed before distribution of the publication has been made.

To request printing of an errata sheet, send these three items to the editor:

1. A memorandum addressed to the Chief, Utilization and Inquiries Branch, Publications Division, Office of Communication. The memo should be from the author or his division director and should briefly justify the need for the errata sheet.
2. Camera copy for the errata sheet, prepared on ERS letterhead stationery (see the illustration below).
3. Form OMS-214, simply asking that x-many copies of the errata sheet be printed for publication so-and-so.

The editor will arrange for approval and printing of the errata sheet.

<p>UNITED STATES DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE WASHINGTON, D.C. 20260</p>	
<p>OFFICE OF THE ADMINISTRATOR</p>	<p>November 2, 1973</p>
<p>E R R A T A</p>	
<p>The following change should be made in the <u>1973 Handbook of Agricultural Charts</u>, Agricultural Handbook No. 455, October 1973, published by the Economic Research Service:</p>	
<p>The 1972 statistics shown in the chart on page 97 are plotted incorrectly. The table accompanying the chart carries the correct data.</p>	

Reprinting and Revising

Reprinting a publication is perhaps one of the more sincere forms of flattery. It reflects good demand, usually. Of course, it can also reflect smart merchandising or even an inadequately planned press run. A reprint, in contrast to a revision, is made without changing, or only slightly changing, the original. Minor changes include a revised date, an update of a division name, and correction of typographical errors. To reprint a publication, send to Information:

1. Form AD-59, with the Division Director's signature, which will be used to obtain Office of Communication approval for reprinting.
2. Form OMS-214 requesting reprinting and specifying the number of copies to be printed.
3. The negatives of the original (which will have been stored in the Information Division's publications services office).
4. A copy of the original publication, with changes (if any) shown in red pencil.
5. Corrected camera copy instead of a negative for each page on which a change is made.

A major revision of a publication is issued under the same title and series number as the original. The revision generally includes important changes, such as inclusion of new statistics, extensive rephrasing of narrative, and important changes in illustrations. The revised copy carries the date of revision without showing the original issue date.

A slight revision of a publication is also issued under the same title and series number as the original. However, the date of the slight revision accompanies the original issue date or the most recent revision date.

To revise a printed publication, send to Information the same items you would for reprinting a publication, plus camera copy for the page on which the publication date appears.



THE AUTHORING

You've just about finished your research, you've gathered and tabulated the statistical data, you've penciled out a final outline. Now you start fantasizing: It's going to have a bright red cover. The Administrator will call, wanting several extra copies. The *Post* will carry a blurb on the findings. *Economische-Statistische Berichten* will want translation rights.

You decide that tomorrow you will start writing, tying up a few loose ends, and get it to the editor in a week or 10 days. Then the loose ends begin to multiply. How much narrative? Formal or informal writing? Where should conclusions go? Is there enough here to merit a big one-time research report?

The first thing you should do is consider for whom you are writing and in what form your research results should be published.

Different Forms for Different Readers

Research reports take on different forms for different readers. Depending on the report's purpose, content, and intended audience, the report should be in either (a) a Departmental series or (b) an ERS series (see app. B for definitions of the various series). As indicated on page 48, the series into which a report falls is an important factor in the number of copies printed and in the distribution the report receives.

Although this guide primarily focuses on the one-time research report, there are several other avenues to publishing ERS research:

- If your research results are current, and focus on a very specific aspect of agriculture, and are not too lengthy, you may want to publish them as a special article in one of the several ERS periodic or situation reports. If so, you should contact the leader of the appropriate research program area.

- If the research is especially technical or concerns interim progress, the ERS quarterly *Agricultural Economics Research* journal may be the appropriate outlet. The journal is also a good outlet for material that is a “byproduct” of your research, especially methodology. If you are interested in submitting a paper to this journal, contact the editor.
- Contact ERS Information if you think the research might be the basis for an article in the monthly *Farm Index* magazine, which publishes in nontechnical language research results that are of interest to the general public as well as professional audiences.
- Maybe the best outlet for your research is a brochure, pamphlet, or fact sheet. Topics appealing to broad audiences especially lend themselves to this approach.
- The Information Division can also help you write an article for the farm press under your byline. We maintain mailing lists for several hundred publications, and will select for you those titles most appropriate for reaching the audience you have in mind.
- You may want to consider publishing in an outside professional journal (such as *The American Journal of Agricultural Economics*). Or, if the research has been conducted in cooperation with a State Experiment Station, and pertains to a specific State or region, it may be published by the Station. Material submitted to outside journals and Experiment Station publications (as well as speeches) must be cleared through Information for policy (use Form ERS-14 and submit two copies of the document to the appropriate ERS Information group leader).
- How about radio and television? ERS research findings reach millions through these media. The same day your report is released to the press, you can be interviewed by Information’s radio-TV specialist, who will broadcast the recording over the Office of Communication’s Spot News Service—a direct dial telephone service available to radio stations across the country. Longer interviews are put on tape for sending to radio subscribers. On the TV end,

ERS is a regular contributor to the weekly programs "Across the Fence" and "Down to Earth," featuring interviews with USDA people.

Writing and Organizing the Report

You may want some general guidelines on effective writing. The most pertinent to your work is probably "Writing and the Economic Researcher," which discusses, for example, the close connection between writing and professional standing, what makes good writing, and the standards of style. Published in the January 1973 issue of *Agricultural Economics Research*, this essay is also available in reprint form.

In addition, a number of handbooks, dictionaries, and other guides for writers are available. As mentioned on p. iv, the *GPO Style Manual*, *Preparing Statistical Tables*, and *Tips on Preparing Chart Roughs* are important. You may also wish to consult the following:

The Macmillan Handbook of English. By John M. Kierzek and Walker Gibson. Fifth ed., Macmillan, New York, 1965.

American Usage: The Consensus. By Roy H. Copperud. Van Nostrand Reinhold, New York, 1970.

The Elements of Style. By William Strunk, Jr., ed. by E. B. White. Second ed., Macmillan, New York, 1972.

The Careful Writer: A Modern Guide to English Usage. By Theodore M. Bernstein. Atheneum, New York, 1965.

A Dictionary of Contemporary American Usage. By Bergen Evans and Cornelia Evans. Random House, New York, 1957.

Here is a guide to organizing your report:

ABSTRACT Brief digest of report, used in the quarterly *American Bibliography of Agricultural Economics*. (See pp. 15-17 for guidelines on writing abstracts.)

FOREWORD . . . An introductory note written as an endorsement by a person other than the author. (Used only in special cases.)

PREFACE Provides the reader with a brief, general introduction to the report. Among the items usually included are (1) a statement of the significance of the work, (2) pertinent facts concerning the report not included elsewhere, (3) important items which deserve the reader's special attention, and (4) acknowledgments if there are only a few names.

ACKNOWLEDGMENTS If not included in the preface, place in a separate section following the preface (if any). See p. 18 for limitations on acknowledgments.

CONTENTS List of first and second degree heads.

SUMMARY Gives highlights of report—no more, no less than essential information; leads off with most important findings; does not give purpose of study; must be complete, as it stands alone preceding the title page; contains no material not in the report; helps the reader decide whether he wants to read further. Major conclusions should be included in the summary; secondary conclusions may be omitted. (See p. 18 for guidelines on writing summaries.)

INTRODUCTION. Should supply the minimum background information necessary to an understanding of the discussion that follows.

BODY OF REPORT

LITERATURE

CITATIONS . . See pp 21-24 for preparing a list of literature citations.

APPENDIX A place to put material that is essential for an understanding of the report, but that for various reasons cannot be conveniently incorporated into the discussion.

Here are some style specifications that frequently apply to ERS publications. For more comprehensive guidelines, consult the *GPO Style Manual*

Abbreviations

Use the abbreviation U.S. for United States when it's an adjective (U.S. farms) but not when it's a noun (coffee imported by the United States).

Do not use "etc." and "i.e." For etc., substitute "for example" or "and other...." or "and so forth." For i.e., use "that is,"

Identify an acronym the first time it is used: high-yielding varieties (HYV), gross national product (GNP), Hard Red Winter (HRW) wheat.

Capitalization

Capitalize government if referring to the Federal Government of a specific country; lowercase it if referring to several governments, or State, Provincial, or local governments. Capitalize Federal but lowercase federally.

Lowercase references to parts of publications: table 9, figure 2, chapter 3.

Nation when referring to the United States, but nationwide, national. Always capitalize State when referring to the U.S. States.

Number and Year Designations

10,000 not 10 thousand; 1,000 not 1000

1970-73 (not 1970-1973) to mean calendar years 1970 through 1973; 1970/71-1973/74 to mean fiscal, crop, marketing, or trade years 1971 through 1974 (always specify what type of year it is at the beginning of the discussion).

Use "percentage" not "percent" when the word is not preceded by a number.

Commas

Wheat, corn, and rice (in series, put a comma before the "and ")
From May 1, 1973, to April 30, 1974; but May 1973 to April 1974.

The Title

The title of a research report should attract a reader's attention, be brief and to the point, appropriate to the subject matter, and it should accurately reflect the report's content. Generally, abbreviations (such as EC or HYV) should be avoided. If the report clearly refers only to the United States, it is not necessary to include "U.S." in the title. Make minimum use of colons, dashes, and commas in the title, as well as phrases such as "A Report On," or "Economic Analysis of"

Some examples of before-and-after editing titles:

Before	After
Economic Analysis of Recycling Poultry Waste as Feed	Recycling Poultry Waste as Feed: Will it Pay?
Market Hog Supply Control and Cost Economies of Scale in Full Line Slaughtering-Processing Plant	Supply Control Savings for Hog Slaughtering-Processing Plants
A Description and Evaluation of the Catfish Processing Industry in the South	Catfish Processing—A Rising Southern Industry
Analysis of Changes in Cigar Leaf Tobacco Acreage	Changes in Cigar Leaf Tobacco Acreage

The Abstract

Abstracts should be prepared for all research reports, most periodic reports, special articles in situation reports, articles submitted to outside journals, and speeches. The abstract is a very brief description of the report followed by a list of "key words." In a printed research report, the abstract appears either on the inside front cover or the first page of the document.

Once the report has been published, the abstract is printed in the *American Bibliography of Agricultural Economics*, published by the American Agricultural Economics Association. By printing contributions from ERS, SRS, and the National Agricultural Library of USDA, the bibliography provides information about papers and publications in agricultural economics. The "key words" that accompany an abstract are used as input in a computerized information retrieval system.

When manuscript copy for a research or periodic report is submitted for editing, it should include double-spaced copy for the abstract and key words. ERS General Memorandum No. 65, "Abstracts and Indexing Terms for ERS Publications," provides detailed guidelines for writing abstracts and selecting key words.

Writing Abstracts.—Abstracts may be either "informative" or "descriptive." Both are essentially a condensation of the report's summary. The informative abstract emphasizes the findings of the research and refers to methodology only when it is about equal in importance to the findings. A descriptive abstract, on the other hand, emphasizes what the report does—that is, it emphasizes the methodology. Following the discussion of key words are examples of informative and descriptive abstracts.

Selecting Key Words.—In selecting key words, the author should consider what a reader would look for in a subject matter card file if he were searching for information on the subject or methodology used in the report. If a few terms adequately describe a document, don't include unnecessary additional terms. A list of words in the system's vocabulary is available from ERS Information.

ABSTRACT

India's agriculture is changing fast because of greater use of high-yielding seed varieties, insecticides, and machinery; increased multiple-cropping; and expansion of irrigated area. The rapid growth in agricultural production that characterized the late 1960's is expected to continue during the 1970's. New factories now manufacture most of the fertilizer and tractors purchased by Indian farmers. Government price policies and development programs are designed to encourage greater agricultural production. Although India's food grain production is projected to total 144 million metric tons in 1980, some imports are still likely to be needed.

Key words: India; Green Revolution; Technology; Inputs; Projections.

ABSTRACT

The economic feasibility of a new caustic dry method of peeling cling peaches is examined. The dry-peel method, developed as an alternative to the currently used wet-peel method, is designed to reduce the pollution in fruit canneries' wastewaters.

By using the dry-peel method instead of the wet-peel method, a cling peach cannery would generate less wastewater and the pollution level of the water would be lower. The cannery would realize savings in fresh water costs. Savings in wastewater disposal costs would vary, depending on whether wastewater service charges are based partially on the water's biochemical oxygen demand (BOD) or only on the volume of wastewater discharged. Labor requirements would probably not increase. New equipment costs could be largely offset if a replacement cost is allocated for the old wet-peel equipment. Solid waste disposal costs would increase because some of the peeling loss would be recovered as a solid waste rather than being discharged into the wastewater stream. Such added costs would be at least partially offset, however, for canneries located in areas where BOD is a factor in computation of wastewater service charges.

Key words: Peaches; Fruits; Processed fruit; Canning and fruit; Economic feasibility; Costs; Pollution; Water consumption; Waste.

DESCRIPTIVE abstracts from research reports:

ABSTRACT

A 65-sector input-output model describing the U.S. economy in 1967 provides the basic framework for this study. Grain producing and processing industries are analyzed in terms of their output levels and input structures in interaction with each other and with other sectors of the economy. Results reveal that the grain sectors are significantly economically interdependent.

In addition, increases in certain final-demand markets are examined for their effects on the grain producing and processing sectors. Results indicate widely varying impacts on the output levels of the grain sectors.

Key words: Input-output analysis; Interindustrial structures, 1967; Grains; Impact analysis.

ABSTRACT

The study develops a method of providing preharvest forecasts of Turkish wheat production. The basic approach was development of a mathematical relationship between weather conditions during different parts of the growing season and wheat yields. Other relationships were developed to explain variations in area planted and in total production. These relationships gave a reliable set of forecasts for 1969-71; however, statistical tests on the relationships indicated that, normally, errors larger than those obtained would be expected. The study indicated that the most important variables affecting production in any one year were, in addition to area planted, January, February, and May weather conditions and the level of fertilizer application.

Key words: Turkey; Wheat; Weather; Forecasting.

Acknowledgments

You will wish to acknowledge any substantial assistance you had in preparing your report or in conducting the study on which it is based. Under Departmental regulations, acknowledgments of help in preparing a report are limited to "authorship, coauthorship, or direct collaboration in overall planning, composition, and writing of the manuscript . . . acknowledgment or credit to Department employees shall not be included in manuscripts for such functions as review, editing, proofreading, preparing or checking tabulations or statistical materials, typing, and indexing."

The Summary

The purpose of a summary is to present a digest of the research report. Ideally, the first sentence should present the major finding of the research, and the rest of the first paragraph should succinctly elaborate upon the implications or qualifications of that major finding.

The second and succeeding paragraphs of a summary should expand upon what is said in the first paragraph, preferably discussing topics in the order in which they are mentioned in the first paragraph.

A summary does not discuss the objectives of the research, background information, or methodology. It does not contain headings, footnotes, literature citations, tables, or figures. It makes reference only to information in the body of the research report. It should be brief; try to plan it so that it will take up no more than one to two printed pages.

A sample summary is presented on the facing page to give the writer an idea of the general organization of a summary. It is in no sense a strict guideline.

SUMMARY

Agriculture in the People's Republic of China differs markedly from U.S. agriculture, primarily for two reasons. First, China has a centrally planned and developing economy, while the United States has a market-oriented economy based on a high level of industrial and agricultural technology. Second, China has a population about four times that of the United States. These conditions result in different levels of farm production efficiency, different farm ownership structures, and different patterns of agricultural production and trade.

Per capita, there are only four-tenths of an acre of cultivated land in China, compared with 2 acres in the United States. Nearly all the land that can be farmed in China is under intensive cultivation, while in the United States, a portion of farmland lies fallow or is in cover crops.

Grain output in the two countries is about the same. But in China, the emphasis must necessarily be on food grains rather than feed grains. Statistics for 1967-71 indicate that grains for human consumption—chiefly wheat, rice, and potatoes—account for about 67 percent of China's grain output, but for only 23 percent of U.S. grain production. Area planted also reflects the contrast: in China, 55 percent of total grain area is in food grains; in the United States, 65 percent is in feed grains. Diets in the two countries differ accordingly. Starches account for almost 80 percent of average daily caloric intake in China, but for only 23 percent in the United States. Livestock products account for 71 percent of protein intake in the United States, but for only 14 percent in China.

U.S. crop yields are generally twice as high as Chinese yields, primarily because of the highly technological and capital-intensive nature of U.S. agriculture compared with labor-intensive Chinese agriculture. One tractor per 58 sown acres is available in the United States, but in China, the ratio is one tractor per 2,246 acres. Use of nitrogen fertilizer to raise crop yields is four times greater in the United States.

China has half as many cattle as does the United States, but nearly three times the number of hogs and sheep—despite considerably lower levels of feed grain production. In contrast to the United States, where cattle are raised for meat and livestock products, cattle in China are used primarily for draft purposes.

Almost all of China's farms are owned or closely controlled by the state, while U.S. farms are for the most part family-owned and operated. Chinese farmers, organized into communes, sell their output to the state at fixed prices. Most Chinese farm production units are relatively small, ranging from 30 to 60 acres. U.S. farm units, on the other hand, average 265 acres in the eastern part of the country and over 1,000 acres in the West.

During 1952-71, agricultural output grew at an average annual rate of 2 percent in China and 1.86 percent in the United States. The U.S. growth was achieved under subsidy policies that discouraged production of some crops, while in China, there was a determined policy to increase agricultural production.

Farm commodities are more important in China's international trade, accounting for 35 percent of the country's imports and 52 percent of its exports. For the United States, these shares are about 15 and 18 percent, respectively. China exports more cattle, hogs, and eggs, but the United States exports more grain, fresh fruit, vegetables, and soybeans.

Trade between the two countries resumed in 1971 after a lapse of more than 20 years. In 1972, agricultural commodities accounted for virtually all U.S. exports to China and for half of our imports from that country.

Headings

Avoid lengthy headings. Make them parallel in terms of structure. For example, "Changing Costs and Returns" and "Changing Technology" are parallel, but "Costs and Returns are Changing" and "Changing Technology" are not.

Create headings that are more than mere titles that facilitate the report's organization. Headings that inform as well as categorize make a report more interesting and signal the reader that you are interested in communicating with him rather than just getting the chore over with. For example, your outline may have included a section entitled "Implications." But for your manuscript, try to capture the essence of the section in the heading you choose. If your report is scholarly in tone, you might choose "Increased Earnings Projected." Indeed, in the outline for this publication, "The Proper Channels, Please," was originally "Procedures."

Tables and Charts

Avoid submitting handwritten tables for editorial review. To minimize the editing of tables—and hence to expedite publication of the report—follow these general rules:

- make titles as brief and clear as possible, paying special attention to distinguishing calendar years (1970-73) from split years (1969/70-1972/73). Identification of whether the split year is a fiscal, crop, or marketing year may be included in the title or in a footnote to the table.
- capitalize only the first word and proper names in titles, boxheads, and stubs.
- adjust format to unit-of-measurement designations (see pp. 29-33 of AH 433).
- do not use underscoring in the stub.
- number footnote references consecutively, across the table left to right. Place footnote references to the right in the stub and boxheads, to the left in data columns.

- be consistent in the use of zeros, dashes, and abbreviations to indicate none, not available, not applicable, or insignificant (see pp. 42-43 of AH 433).
- when a table contains a note, footnotes, and a source note, arrange them in that order below the bottom rule of the table.

Text tables should be numbered consecutively throughout the body of the report. They should be placed (1) as close to their text reference as possible or (2) all together at the end of the report. Appendix tables should also be numbered consecutively. Use: Appendix table 1—(title), *not* Appendix table A-1—(title).

Consult AH 433 (*Preparing Statistical Tables*) for more comprehensive instructions.

Tips on Preparing Chart Roughs (available from Information) provides guidelines for designing charts for publication. It emphasizes those things that must be furnished the draftsman before he can do his job with maximum accuracy and minimum cost. See also the section in this guidebook on charts, page 42.

Literature Citations

When a research report makes reference to seven or more data sources, we recommend that the sources be referenced in "literature citation" form rather than in bibliographic footnotes. In the narrative, the data source is identified by an underscored number in parentheses, which corresponds to the full citation listed alphabetically with other data sources at the end of the report. The number in parentheses is underscored to avoid confusion with equation numbers, which often appear in ERS reports.

The first time you use a literature citation number in the narrative, add the following explanatory footnote:

Underscored numbers in parentheses refer to references listed at the end of the report.

Data sources are arranged alphabetically by the author's last name. Where there is no author as such, the publisher's name is used, and its position in the alphabetizing process is determined by the first word exclusive of "The" or "A." For example, "The Washington Post" would appear under the "W's" and not

under the "T's," and "The Brookings Institution" would appear under the "B's."

When documents that are not cited in the narrative are to be listed for the reader's information, these should be arranged in alphabetical order (by author's surname, or where there is no author, by publisher's name) and should appear after the list of numbered literature citations (if any).

A list of literature citations appears on the facing page. Here are some notes about the format.

1. Author's name

Author's surname first, followed by a comma and first name and middle initial—see (3). When there is no middle initial, no punctuation follows the author's first name.

When there are three or fewer authors to the same document, all author's names appear in the order indicated in (1). When there are four or more authors, as in (8), only the senior author's name is given, followed by "and others" (not et al.).

When two or more works by the same author are referenced, the citation for the second and succeeding works follows the format indicated by (7). That is, a short line of underscoring is used to indicate repetition of the author's name. Note that in these instances, the entries are arranged alphabetically by the title of the document (exclusive of "The" or "A"), and not by chronological order. When a second work by the same author also has a co-author, the format is as shown in (5).

When there is no author indicated in the document, the publisher's name appears in the author's place. See examples (9), (10), (11), (12), and (13). Note (10), where the "author" is USDA—as in (9)—but also ERS. Hence, the short line of underscoring followed by "ERS." ERS should never appear alone as an "author." It should always follow "U.S. Department of Agriculture." Otherwise, the alphabetizing scheme is off and inconsistent.

2. Title of document

Do not underscore book, report, or journal titles. If the document is a book or report, it is followed by a period. Article titles are placed in quotes, with a comma before the final quote.

LITERATURE CITED

- (1) Canion, Robert L., and Warren L. Trock
Input-Output as a Method of Evaluation of the Economic Impact of Water Resource Development. Tech. Rpt. 12. College Station, Tex., Texas A & M Univ., Water Resources Institute, 1968, pp. 10-12.
- (2) Doeksen, Gerald, and Charles H. Little
"Effect of Size of the Input-Output Model on the Results of an Impact Analysis," Agr. Econ. Res., Oct. 1968, pp. 134-138.
- (3) Elrod, Robert H.
Development and Use of Updated Input-Output Tables in Economic Forecasting and Planning. Unpublished Ph.D. dissertation. Clemson, S. C., Clemson Univ., 1969.
- (4) Heady, E. O.
Agricultural Policy Under Economic Development. Ames, Iowa, Iowa State Univ. Press, 1962.
- (5) ———, and Ludwig Auer
"Imputation of Production to Technologies," Jour. of Farm Econ., May 1966.
- (6) Miernyk, William H.
The Elements of Input-Output Analysis. New York, Random House, 1965, pp. 30-32.
- (7) ———
Simulating Regional Economic Development: An Input-Output Analysis of the West Virginia Economy. Morgantown, W.Va., W.Va. Univ., Regional Research Institute, 1969.
- (8) Trotter, W. K., and others
Potential for Oilseed Sunflowers in the United States. Agr. Econ. Rpt. 237. U.S. Dept. Agr., Econ. Res. Serv., Feb. 1973, p. 8.
- (9) U.S. Department of Agriculture
Agricultural Statistics, 1971. 1971.
- (10) ———, Economic Research Service
Foreign Agricultural Trade of the United States. Various issues, 1973-74.
- (11) ———
Wheat Situation. May 1973.
- (12) U.S. Senate
Health Care Crisis in America, 1971. Hearings Before the Subcommittee on Health of the Committee on Labor and Public Welfare. Pts. 1-7. 1971.
- (13) The Washington Post
"Wheat Quota End Expected Soon." Jan. 10, 1974, p. A6.

As indicated in (2), the journal title is abbreviated, and then followed by a comma, the date, page number references (if any), and a period. See example (3) for a Ph.D. dissertation and example (8) for a Government publication.

3. Series identification

If the document has a series identification, this should be indicated after the title of the document and followed by a period. Series identifications most generally pertain to Government and university publications. See, for example, items (1) and (8).

4. Place of publication

The city and State (except in the case of well-known cities) appear next, followed by a comma. See items (1) and (6). When the document is a U.S. Government publication—see (8)—it is not necessary to indicate that Washington, D.C., is the place of publication. Also, when the document is a journal—see (5)—the place of publication is not ordinarily indicated.

5. Publisher

Publisher's name is followed by a comma. In (8), the publisher is USDA, ERS. But note item (10), where the publisher's name appears in the place where the author's name would ordinarily appear. Here, the publisher's name is not repeated after the title of the document. Note that the publisher's name is abbreviated when it appears in the publisher's "place"—see (8)—but it is not abbreviated when it appears in the author's "place"—see (10). Note also that when journals are cited, the publisher's name does not appear—see (2).

6. Date of publication

Date of publication is followed by a period if no page numbers are referenced; otherwise it is followed by a comma. Note format of (10), where more than one date is indicated. If the document shows no publication date, simply put "not dated." Abbreviate all months except May, June, and July.

7. Page references

If specific page numbers are referenced, they are the last item to appear in the citation. Use the abbreviation "p." to refer to one page, and "pp." to refer to two or more pages.

Copyrighted Material

When tables, charts, photographs, or long quotations from a copyrighted document are reproduced in a report, the author must obtain written permission from the holder of the copyright. (An example of a copyrighted document would be a privately published trade journal, but not a U.S. Government or U.N. report.) When such material appears in a Government publication, it enters the public domain, unless the copyright holder requests that the credit line include a notice of copyright.

Reference to Brand Names and Commercial Enterprises

When a company has cooperated in the research effort and made an important contribution in providing data, of course you may acknowledge accordingly. However, reference to specific commercial enterprises and brand names should be avoided insofar as possible in the text discussion of the research. This is in line with the Department's policy of avoiding the appearance of direct or indirect advertising. When reference to specific and commercial enterprises is unavoidable in the discussion of the research, the publication must carry a disclaimer: Use of brand names (or company names) in this publication is for identification only and does not imply endorsement by the U.S. Department of Agriculture.

Pesticide Precautionary Statements

Departmental publications concerning research on pesticides must carry one of three precautionary statements about safe use. The statements are to be used in publications (1) on pest control on the farm and in the forest, (2) on pest control in the home, yard, or garden, and (3) reporting research involving pesticides but not making recommendations. Most ERS publications dealing with pesticide research fall into category #3—for example, reports on quantities of pesticides used by U.S. farmers, costs of substitutes, and so forth. The precautionary statements must be accompanied by the Department's official pesticide symbol. Copies of the symbol and the statements are available from ERS Information.

Pigs saved per sow farrowed, another indicator of productivity changes, showed little change during 1960-70. The slight improvement achieved was mainly in the Prairie Provinces (app. table 7). As indicated below, there was a definite, gradual improvement in the quality of hogs marketed in Canada during 1960-65 and no change in 1965-68:

Year	:	Hogs grading A and B as a percentage of total commercial marketings
	:	<u>Percent</u>
1960.....	:	77
1961.....	:	78
1962.....	:	80
1963.....	:	81
1964.....	:	81
1965.....	:	83
1966.....	:	83
1967.....	:	83
1968 <u>1/</u>	:	83

1/ Because of a change in the grading system, no comparable figure for hog quality after 1968 is available.

Source: (208)

Specialization--Two types of increased specialization in hog production occurred in recent years. The first is the tendency for fewer producers to market more animals. The average number of hogs kept per farm (table 33) increased dramatically (46 percent for all of Canada) during 1961-66. This trend indicates the increasing relative importance of large specialized hog producers and the accompanying decline of hog raising as a secondary farm enterprise.



THE COPY TAKES SHAPE

This phase of preparing a manuscript is where author and typist interact—for better or worse with good odds on the latter. The typist may be faced with a maze of scribbles, with black, red, and blue arrows leading into nowhere, or with cutting-and-pasting artistry going in at least 10 different directions. And needless to say, the first transcription of the job is rarely the last.

But neatly typed manuscript is essential for the editing, review, and camera-copy preparation of a report. Of course, manuscript copy does not need to be letter perfect. As indicated below, for example, a certain number of changes may be made in pencil, and a page does not need to be retyped when a new paragraph has been added at the last minute.

General Format, Numbering Pages, and Attaching Inserts

Double space both text and footnotes of manuscript copy. Leave 1" margins on all sides. Indent text paragraphs 5 spaces and the first line of a footnote 2 spaces. Minor corrections may be made in black lead pencil (not red or blue, please). However, pages on which extensive changes have been made should be retyped.

Number frontmatter pages at bottom center beginning with Roman numeral i. Beginning with the first page of the body of the report, number pages consecutively at bottom center beginning with Arabic numeral 1. These rules apply to long as well as to short manuscripts. Pages of long manuscripts should not be identified by the chapter to which they belong. For instance, pages should not be numbered I-1, I-2, II-1, II-2, II-3, and so forth.

Do not use staples or paper clips to attach inserts or changes to a manuscript page. Clearly indicate where the addition or change is to appear. Type it on a full separate sheet of paper that carries the number of the page to which the addition or change belongs plus the letter "a."

Table of Contents

List only the 1st and 2nd level headings in the table of contents. Provide dot leaders (. 's) but do not include page numbers of manuscript copy. Indent 2nd level headings 5 spaces from 1st level headings.

It is not necessary to supply a list of tables and figures in the manuscript copy, but you may wish to do so (especially for interagency clearance purposes).

Headings

Triple space above headings and double space below them. Use this format for typing headings:

1st level: all capital letters, centered, not underscored

2nd level: initial capital letters, centered, underscored

3rd level: initial capital letters, flush with left margin, underscored

4th level: first word only capitalized (except for proper names); heading indented 5 spaces as for a paragraph, followed by a period and two dashes, and run in with text.

Underscoring

Avoid using underscoring for emphasis and do not use underscoring for Latin and other foreign spellings.

Quotations

Type quotations that are four lines or longer single spaced with a double space above and below. Indent left and right margins of long quotes 7 spaces from left and right margins of text copy. Do not put quotation marks around long quotes. Short quotations may be enclosed with quotation marks and run in with text.

Tables

Place tables as close to their text reference as possible. Tables that take up less than half a page may be typed on the page with the narrative, but leave adequate space (3-4 #'s) above and below the table. Do not submit handwritten tables for editorial review. Follow guidelines outlined in Agriculture Handbook 433, *Preparing Statistical Tables*, July 1972.

Footnotes

Number text footnotes consecutively beginning with the first footnote appearing in the body of the manuscript. Summaries and other frontmatter do not contain footnotes. Appendix footnotes may be numbered in a sequence that is separate from the footnotes of the body of the report. Type footnotes double spaced at the bottom of the page on which they are referenced. Try to keep the text of a footnote all on one page.

Literature Citations

See pages 21-24 for guidelines on typing literature citations. Even when preparing manuscript copy, type the list of literature citations on camera-copy paper, single spacing the entries as indicated on page 23. The editor will review the list, making whatever changes are necessary, but if the citations are written correctly and typed carefully in the manuscript stage, there may be no need to retype for the final copy stage.

FARM

STATUS

A CHARACTERISTICS BY TENURE OF OPERATOR ~~CLASSES I - V FARMS~~

Classification by tenure of operator is a crude form of breakdown due to the ambiguity of the part-owner category. A farm operator may own 1 percent or 99 percent of the land he operates and still be considered a part owner. Yet this classification scheme provides a useful starting point for tenure analysis.

footnote
 Appendix ^{A-}Table ^{A-}1 presents farm numbers, land in farms, and total market value of farm real estate by tenure of operator. ^QAbout half of all class ~~I - V~~ ^{were} farms ^{were} operated by full owners, yet the proportion of land operated by this group ^{was} ~~is~~ less than 30 percent of the total ^(table 3). ⁴ There ^{was} ¹¹ considerable variation, ^{The proportion ranged} however, ^{with the range} ~~being~~ from less than 7 percent of ^{farmland} ~~the land~~ in Arizona to over 62 percent ⁱⁿ of Kentucky ^{farmland}.

~~Differences in average farm acreage by tenure are shown in Table 4.~~ Part-owner farms are considerably larger than ^(table 5) ^Q their full-owner counterparts throughout all regions. ^{How} ~~was~~ the difference ^{is} most extreme in the Western states, where the nature of the farming enterprise ^{ed} tends to differ with tenure. In the West, part-owner operations ~~will~~ ^{ed} tend to be the more extensive land use operations, whereas full-owner farms ^{were} ~~will~~ often ⁱⁿ be smaller ^{and} acreage ^{more intensively used} ^Q.

~~water~~

~~Q 11 A~~



MARK TWAIN ON EDITORS

“Conceive of this tumble-bug interesting himself in my punctuation . . . the damned half-developed foetus.”

Similar outbursts have been known to come from ERS authors upon receipt of edited copy. Nobody enjoys getting edited. And it seems that some positively hate it. At least Mark Twain, quoted above, did. However, let's face the fact that there aren't many Mark Twains among us. He might have broken his own editorial pencil over our use of terms such as “wool incentive payment” rather than “subsidy.” Or he may have winced, changing “consumption of fertilizer” to “use of fertilizer.” If he had run across “autocorrelation of residuals is assured” or “looking at the other side of the Marshallian scissors,” he might very well have penciled a question mark in the margin of the manuscript, at least the first time.

Editors are not economists, or statisticians, or policymakers. But nor are they people whose only concern is commas, proper capitalization, and the style of bibliographies. Editing for punctuation and style matters, which in editorial jargon is called “copy editing,” is an important but relatively small part of an editor's overall concern with the quality of the presentation.

In deference to the author's writing style, the editor tries not to make arbitrary changes. But he does concentrate on the clarity and economy of the narrative, insisting that the technical subject matter be presented clearly and concisely. The editor seeks to make the writing quickly comprehensible to the intended audience, which often includes people who have not specialized in the subject area at hand.

The editor pays attention to logical presentation and completeness of information. He considers the continuity of the discussion, especially in terms of smooth transitions between paragraphs and sections of the report. He is alert to contradictions, paradoxes, and situations where implicit meanings should be made explicit to avoid confusing the reader. He judges whether repetition of information is necessary for clarity or whether it is simply excessive. He pays attention to

the completeness of cause and effect statements, and he attempts to anticipate questions the reader might raise concerning preciseness of who, what, where, and when.

The editor reviews the writing for its grammatical correctness, checking to see that subjects and verbs agree, that pronouns have a perfectly clear antecedent, that sentences are complete and well structured, that verb tenses are correct, that modifiers are correctly placed. He checks punctuation and spelling throughout the report.

The editor reviews tables and figures to ensure that their titles are brief and clear and that data are presented in logical, consistent, economical, attractive, and clear manner.

The editor pays attention to many details in both the manuscript and camera copy stages of production. For example, he checks to see that:

- footnotes, tables, and charts are in numerical sequence.
- headings match their entries in the table of contents.
- headings follow standard format, that at least two subheadings appear below a major heading, and so forth.
- references to other sections of the report are correct.
- symbols in equations match their identification below.
- unusual and foreign words are spelled correctly.
- abbreviations and compound words follow the GPO style.
- acronyms are identified by the full name the first time they are mentioned.
- sets of quotes and parentheses are complete.
- abbreviations and capitalization are correct and consistent.

Where necessary, the editor marks the manuscript with special instructions for the camera-copy typist or, in the case of jobs to be set in type, for the compositor.

Later, after the final copy has been prepared and proofread by the author and his staff, the editor reviews the final copy. In most instances, he will read over the copy, checking for typographical errors and for the legibility of corrections. Again, many details will be attended to—for example, page numbers in the contents will be checked against actual page numbers; footnote, table, and figure sequence will be checked; and so forth.

The layout of the copy will be reviewed for logical arrangement and visual attractiveness. The Roman numeral pages will be given numbers so that the document will meet the “multiple of 4” requirement for pagination (all printed documents must have a total number of pages that is divisible by 4, preferably with no blank pages, or not more than two blank pages).

The editor will prepare the copy technically for the printer—for example, writing instructions for the reduction of oversize pages and for placement of artwork, preparing a self-mailer for the back cover, and attending to other technical matters.

Data for 1969-70 and for 1966-67 are compared, and certain comparisons are made with earlier data. 4/ These comparisons will be a basis for evaluating the changing pattern of rice distribution and provide insight into trends occurring in the distribution and consumption.

U.S. TOTAL RICE DISTRIBUTION 5/

The volume of milled rice distributed for all uses by the civilian population in the United States was 20,638,900 hundredweight in 1969-70--up 3,443,300 from the 17,195,600 hundredweight distributed in 1966-67, an increase of about 20 percent (table 1). 6/ During this 3-year period, the increased distribution amounted to about 45 percent of the total increase from 1956-57 to 1969-70, indicating that the rate of increase in rice distribution has accelerated.

The increased distribution from 1966-67 to 1969-70 was accounted for by the different outlets in the following proportions:

Direct food use.....	56 percent
Beer manufacturers.....	43 percent
Processed foods.....	1 percent
Total.....	100 percent

The quantity distributed to all food uses rose 1,959,600 hundredweight (about 14 percent). The quantity distributed to breweries increased 1,483,700 hundredweight (about 47 percent) between 1966-67 and 1969-70. This shifted the share of the total distribution for all civilian food uses from 82 to 78 percent between 1966-67 and 1969-70. Direct food use, still the most important outlet, accounted for 13,012,800 of the 20,638,900 hundredweight distributed in 1969-70.

Per capita consumption of rice for direct food use in the United States continues to rise. When averages for several 3-year periods are used to analyze the growth in demand for rice--thus smoothing out possible year-to-year fluctuations in data--the effect of the upward trend in per capita consumption on total consumption is clearly seen (table 2). For example, the per capita increase for 1967-70 (August 1, 1967 to July 31, 1970) over the preceding 3-year average was 0.6 pound. Per capita increase in consumption by the 1966-67 population accounted for an additional 1,100,000 hundredweight of rice in 1969-70, and per capita increase for the total population accounted for 1,133,000 hundredweight.

Rice millers distributed the bulk of the rice in 1969-70. The following quantities were distributed by mills, repackagers, and Government for use by the civilian population within the United States:

4/ Eiland, J. C., Distribution of Rice in the United States, 1966-67, U.S. Dept. Agr., ERS-408, Apr. 1969.

5/ Does not include rice distributed to territories or any rice distributed by the military.

6/ Tables are in the appendix, p. 9.



FOCUS ON COPY

What's your attitude toward preparing camera copy? That's what we asked several ERS secretaries. "I'm always tense because it's the final thing . . . doesn't bother me, it's much easier than manuscript typing . . . it's difficult when the text is interrupted with lots of footnotes and short tables . . . it's easier when the editor's marks are clear . . . it's the part I like best because I know it's finally over with . . ."

Camera copy, of course, is material that is photographed for printing (called offset printing) in contrast to copy that is cast on metal and imprinted on the page (called letterpress printing). Since most ERS publications are printed from camera copy, almost everyone is familiar with the term. And since much of the camera copy is prepared in the author's office, the secretary's role is important.

Here are some do's and don't's for typing camera copy in the office, and some information on the two other ways in which ERS camera copy is sometimes prepared—that is, by the ERS composition unit or by an outside compositor under contract:

Typing

Use only electric typewriters. The copy must be clean, with no erasures or smudges, and the typing must be uniform in shade of ink. Clean the typewriter keys thoroughly so that all characters are sharp and clean, and check to see that all characters are in line. Check the ribbon, using one that will give a sharp black imprint. Too much ink may smear and cause smudges. Too little ink, which often occurs on the "tails" of p's and y's, will not reproduce well.

Use AD-193 (Guide Sheet for Camera Copy, Same Size) for typing text and shorter tables for most reports. The text for relatively long reports should be typed for 10-percent reduction on AD-194 paper. (Follow instructions on pp. 90-95 of Agriculture Handbook 433, *Preparing Statistical Tables*, July 1972, for typing camera copy for tables.)

Type all copy within the blue margins of the guide sheets, completely filling the frame with typing insofar as possible. However, avoid starting a page with the last two lines of a paragraph, or ending a page with the first line of a paragraph. Type all copy single spaced, with double spacing between paragraphs. Indent paragraphs 5 spaces. See pages 34 and 37 for sample camera copy pages.

Word Division.—For purposes of easy word flow and readability, it is important that words be broken correctly at the end of lines. Division of words should be minimized, of course, but right-hand margins should also be as straight as possible. For correct methods of breaking words, consult *Word Division* (a supplement to the *GPO Style Manual*).

Making corrections.—When you make an error in typing, do not erase or use correction paper. Use white correction fluid to obliterate the error. Let the fluid dry completely before retyping.

Frontmatter pages.—The abstract, foreword or preface, acknowledgments, contents, and summary are frontmatter pages. Headings for these pages should be in all capital letters, centered. Drop down 2 spaces after the heading before typing the material. If two or more of the frontmatter items appear on the same page, place them so that the page is well balanced.

Frontmatter items, except the contents, are typed the same as the text—single spaced, with paragraphs indented 5 spaces. Double space between paragraphs.

Numbering pages.—Do not number frontmatter pages until the editor has looked at the camera copy and assigned Roman numerals to these pages. Beginning with the first page of the body of the report (the Introduction page), number pages consecutively beginning with Arabic numeral 1. Page numbers are typed at the bottom of the page, 2 spaces below and outside the bottom blue line.

First page of text.—Page 1 will contain the title of the report and the names of the authors. So that the typeface of the title will be distinct from the typeface of the first-level headings (which are all capital letters, centered), the editor will provide “headliner” type for the title. This type will be ordered from

Table 3--Total and component population change, Roslyn, Wash., 1930-64

Time period	Total change	Natural increase	Net migration	Annexation				
No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	
1930-34.....	-160	-7	32	2	-192	-9	0	0
1935-39.....	-160	-8	34	2	-194	-10	0	0
1940-44.....	-100	-6	74	4	-174	-10	0	0
1945-49.....	-106	-6	113	7	-219	-13	0	0
1950-54.....	113	7	115	7	-130	-8	128	8
1955-59.....	-367	-22	110	7	-477	-29	0	0
1960-64.....	-58	-4	76	6	-134	-10	0	0

Population changes in the Roslyn area can be directly correlated with coal mining activity. Coal production near Roslyn reached a peak in the mid-1920's, when approximately 1.8 million tons were shipped from the area. By 1930, only 950,000 tons were produced. Employment opportunities in local coal mines decreased in the decades that followed and mining operations ceased in 1962.

Dayton: The Stable Case

Settlement in and around the Dayton area was underway by 1860, when the settlement prospered as a way station for travel between Lewiston (50 miles to the east) and Walla Walla (30 miles to the southwest). ^{11/} A plat of the Dayton townsite was filed in 1871 and the town was incorporated in 1878.

Columbia County was officially formed in mid-1876 and Dayton was designated the county seat in 1878. Dayton's economic position was strengthened as a result of county government activities. Rail lines reached Dayton in 1881. Lumbering operations started in the area after 1880 and provided an additional source of employment for local residents.

Dayton's population in 1890 was 1,900. At the turn of the century, population had increased to 2,216. The community realized moderate but sustained population growth during the two decades preceding the study period. By 1930, population had increased to 2,510 and included nearly half of all Columbia County residents.

^{11/} The following description of Dayton's early history was derived from Proceedings, Dayton Community Study (4).

either the ERS composition unit or from Art and Graphics, and the editor will advise the typist on how much space to leave for stripping in the headliner.

Footnotes and literature citations.—Footnotes must appear, or at least begin, on the page on which they are referenced. When typing a footnote (or literature citation) reference—which usually appears at the end of a sentence, but occasionally in the middle of a sentence—it is permissible to go outside the right-hand margin to avoid starting a line with the reference.

The last line of the footnote itself (not the reference) should end within the bottom line of the camera-copy guide form. Indent the first line of a footnote 2 spaces. If two or more footnotes appear on the same page, single space between footnotes. A 12-space rule (underscoring) appears above the first footnote on the page.

See page 23 of this guide for the format for typing a list of literature citations.


ERS Composition Unit and Outside Composition

Camera copy prepared in the ERS composition unit and by outside contractors has justified right-hand margins; can be set up in one, two, or three columns; and can utilize a wide variety of typefaces.

There are two major advantages to having camera copy prepared this way: the copy is visually more attractive than copy prepared in the author's office on a standard electric typewriter, and the workload in the author's office is lessened.

However, it may take more time for the copy to be prepared by a compositor, especially if the job is lengthy and includes many tables and charts. Using an outside compositor means added costs for the author's division. Also, the author does not have as much freedom to make last-minute changes and additions to the copy—especially in the case of jobs sent to outside compositors—because doing so results in time-consuming remake-up problems and in much higher costs.

Authors interested in having their reports prepared by the ERS composition unit or an outside contractor should discuss this with the editor in the manuscript-editing stage. If a decision is made to have the job prepared in this way, the editor will work with the author and the ERS printing office in making the necessary arrangements.



PROOFREADING - - MORE THAN TYPO TRACKING

Typographical errors can be amusing. An econometric study says "... is a Lagrangian multiplier used to restrain the wuppy curve." A new quantitative measurement, the student may ask?

Other errors may be disastrous, especially those that are more than a misspelled word. The word "not" is vulnerable to being typed "now"—and vice versa. Either word is correct as far as the eye is concerned, but obviously the two are quite different in meaning. An example of this particular error once showed up in a USDA press release announcing that the Forest Service was suspending plans to change regional boundaries. Instead of saying that certain stations would "now" be retained, the release said that the stations would "not" be retained. Proofreaders should be especially alert to these types of "hidden" errors.

Most errors, however, are just simply exasperating. After all that time and effort, we think, we don't deserve a typographical error.

The author is responsible for proofreading his camera copy and approving for accuracy all text, statistics, tables, and graphics before the camera copy is given to the editor for forwarding to the printer.

























Two persons should proofread together, with one person reading aloud. To ensure accuracy of camera copy:

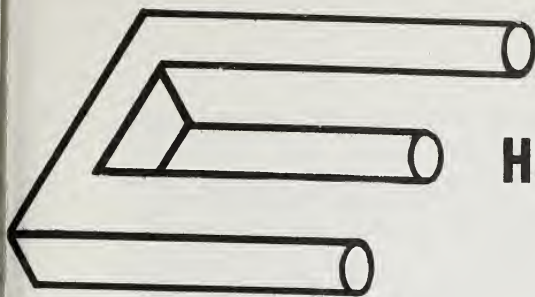
- Read every word of copy, giving special attention to headings, paragraph beginnings, and capitalization.
- Enunciate words distinctly, even if it means mispronunciation in some instances.
- Pronounce plurals and short words especially distinctly.
- Spell out unusual or foreign words and the names of persons and places.

- Read quantities twice.
- Read a footnote as soon as reference in the text is made.
- When a reference in the text or in a footnote is made to another part of the camera copy, check that part of the copy to ensure accuracy of reference.
- Give careful attention to the completeness of sets of parentheses and quotation marks.
- In continued tables, check all heads and boxheads for consistency of phrasing.
- Read the table of contents and the list of tables and figures against the actual camera copy, checking accuracy of page numbers as well as phrasing of heads and titles of tables and figures.

Note all corrections and changes in sky-blue pencil in the margin of the camera copy, and check to see that all corrections have been made before the camera copy is forwarded to the editor.

PROOFREADER'S MARKS:

	insert		aline horizontally
	delete		aline vertically
	stet, or let stand		broken letter
	transpose		move right
	close up		move left
	add space		move up
	add period		move down
	paragraph		add apostrophe
	no paragraph		center horizontally
	add comma		center vertically
	lower case		delete and close up
	capitalize		wrong font



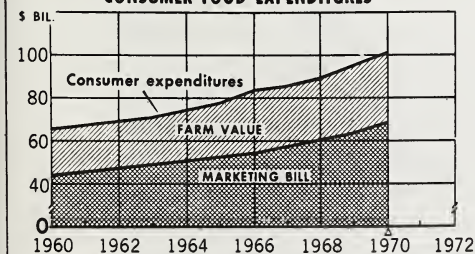
HOW TO PACKAGE IT

“See what I mean?” People don’t always see what you mean. As a matter of fact, they can be confused by the visual image your publication presents. The drawing above is clear. But it’s rather confusing, isn’t it?

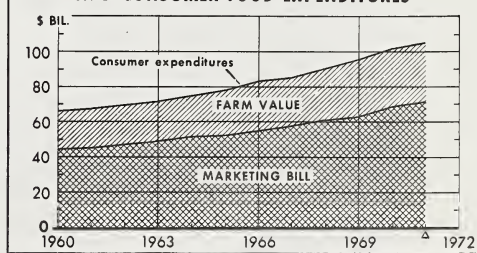
Although we want the covers of our reports to be attractive, we want to avoid confusing the reader with inappropriate designs. For example, ERS publications that are primarily for an academic or research-oriented audience call for covers that convey a more scholarly, more subdued image than those aimed at a larger audience.

Similarly, the charts inside our reports should provide at first glance a clear meaning of the statistics. The charts illustrated below are okay stylewise, they are both plotted accurately, and they are both fairly simple. But one distorts without meaning to. A glance should give the essence of a chart, and that essence on one of the charts says that farm value and the marketing bill are about equal—which isn’t the case.

**FARM-FOOD MARKETING BILL AND
CONSUMER FOOD EXPENDITURES**



**FARM-FOOD MARKETING BILL
AND CONSUMER FOOD EXPENDITURES**



In addition to artwork (which includes not only cover designs and charts, but also photographs, maps, and drawings), different publication sizes characterize ERS reports. The most common are letter-size (or $7\frac{7}{8}'' \times 10\frac{1}{4}''$) and document-size (or $5\frac{7}{8}'' \times 9\frac{1}{8}''$).

As indicated on page 4, Form AD-73 is used to request artwork (except that FORM OMS-214 is used to request photographic prints—see p. 4). In most instances, these requests are submitted after the manuscript has been edited and the editor and author have discussed the artwork.

Charts

Various types of charts are used in ERS publications—bar, line, surface, and pie charts, for example. Charts are good for communicating certain kinds of statistical information and are often superior to tables. For information on selecting a chart type and presenting the data, consult *Tips on Preparing Chart Roughs*.

Except for computer-prepared charts, all charts for reports to be published must be prepared in the Art and Graphics Division of the Office of Communication or by an outside artist contracting with Art and Graphics. Hand-drawn charts may not be used for published material.

To expedite preparation of final charts, to save money, and to ensure the chart's accuracy, the author can plot the data on blue-line chart forms. This way, the draftsman merely has to ink or tape over the plottings and add grid lines and lettering. Before preparing blue-line forms, consult pages 2-4 of *Tips*. Always attach a data sheet to plotted blue-line forms so that the editor and draftsman may refer to the original data (see pp. 9-10 of *Tips*).

If you do not prepare plotted blue-lines, submit a rough layout plus the back-up data for the chart. Typewritten data sheets are preferred. Pencil copy sometimes is adequate, but only when all numbers and words are perfectly legible (see pp. 9-10 of *Tips*). For computer-prepared charts, see pages 14-16 of *Tips*.

Photographs

Photographs can support and clarify a point being made and provide a visual interest to the narrative, tabular, and graphic material in a report. For instance, in a publication describing how a new peach-peeling operation cuts down on water pollution, pictures are more effective than words to describe the new equipment used. On the other hand, an econometric study of the effects of futures trading on price performance in the cash onion market would obviously not lend itself to a photograph of an onion.

Photographs can be selected from USDA's photo library (room 412, Administration Building) and other sources. When photos from an already-published document are used, check to see if the document is copyrighted. If so, you will have to obtain permission from the publisher to use the photos (see the discussion of copyrights on p. 25).

Select photographs that are as pertinent to your subject matter as possible. Choose only photos that have clear, sharp contrasts and that are not "grainy" or "snowy." (Black and white prints may be made from color photos.) Consider the timeliness of the photo, rejecting those that show people wearing outmoded clothing for example. Also, avoid choosing photos that show specific brand names—of packaged food or farm machinery, for instance—or those that show a company's name on a building or vehicle. If such photos are the only ones available, however, the brand or company name can be eliminated by the photographer.

Covers

Although the selection of cover design is often made in the interests of economy and speedy printing, it is also important that the cover be attractive and appropriate to the report's subject matter.

ERS periodic reports—for example, situation reports, the *Balance Sheet of the Farming Sector*, *Agricultural Economics Research*—carry the same cover each time they are issued. In each case, the artwork identifies the report for regular readers. Also, the contracts under which most of the periodic reports are printed call for white paper, black ink, and no photographs or other artwork that requires more than one-step photographing for printing.

For one-time research reports, however, a variety of methods may be used to achieve distinctive cover designs. For example, colored paper, colored ink, photographs, maps, abstract or realistic drawings, and halftones (to show various degrees of shading) may be used.

An author should give some thought to what he would like on the cover of his report and discuss it with the editor, who can provide information on art and printing limitations, examples of the variety of ways in which covers may be designed, arrange for consultation with an artist, and so forth.

If photographs are planned for the cover (or inside the report), these should be supplied to the editor by the author. When abstract or realistic drawings are planned, the editor will probably advise that three to four "rough" sketches be requisitioned. From these, a selection can be made and then final artwork prepared.

In selecting cover designs, we must in most cases adhere to certain Departmental regulations concerning paper weight and ink color:

Paper weight.—When a publication contains 52 or more camera copy pages (including Roman numeral and cover pages), it may have a "separate" cover—a cover of heavier paper stock than that used for the inside pages. Any color of paper may be used for the separate cover, as well as any color of ink (the ink color may be different from that used to print the inside text).

When a publication contains 100 or more camera copy pages, it must have a "spine" (the backstrip of a book, connecting the front and back covers and usually showing the title). Artwork for a spine must be requested on Form AD-73 (see p. 4), preferably at the same time the cover art is requested. Although it is often difficult to estimate from the number of manuscript pages how long a printed report will be, a general rule of thumb is to divide the number of manuscript narrative pages by 2 and then add the number of full-page manuscript tables and charts. Thus, when a rough estimate indicates that the report will run 100 or more pages, the editor will request artwork for a spine.

When a publication contains 48 or fewer camera copy pages (including Roman numeral and cover pages), it normally must have a "self" cover—a cover of the same paper weight as that used to print the inside text. Also, paper color and ink are the same for the cover as they are for the inside text.

In certain instances, it is permissible to use a separate cover for a report with 48 or fewer pages. For example, a chartbook that is prepared for a congressional committee and that will receive heavy use could warrant a separate cover. Or a report providing statistical data to be widely used and that won't be updated for 4 to 5 years might carry a cover of heavier paper stock. In such instances, a written justification for using a separate cover must be made through Information to the Office of Communication.

Ink colors.—Most publications can be printed in one color of ink only. For jobs with self covers, this means that the same color of ink used for the text (usually black, dark brown, dark blue, or dark green—for easy readability) has to be used for the cover. When publications have separate covers, the ink color used for the cover may be different from that used for the inside text.

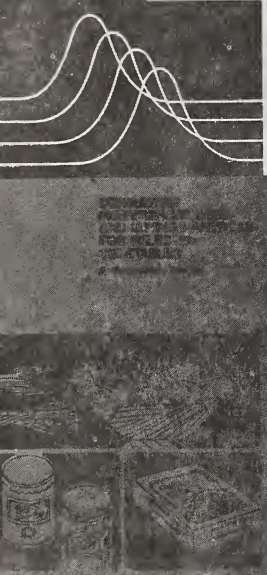
Two or more ink colors are permissible in certain special instances—such as to show various demarcations in maps, to show a true picture of disease conditions in plant or animal tissue, or when the publication warrants widespread distribution for campaign or educational purposes. A written justification for two colors must be made through Information to the Office of Communication.

A two-color effect may be achieved, however, by using colored paper stock and different tones on the lettering and art.

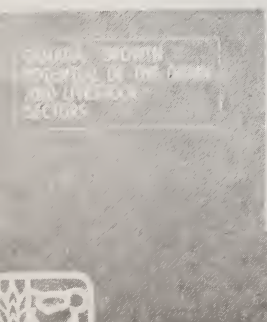
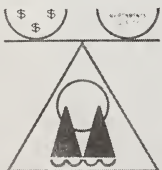
Imports and Plantings of
HIGH-YIELDING VARIETIES
OF WHEAT AND RICE
in the Less Developed Nations

WHEAT ECONOMY DEVELOPMENT SERVICE
U.S. DEPARTMENT OF AGRICULTURE IN COOPERATION WITH
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

3
NDBOOK OF
RICULTURAL
ARTS



ECONOMIC IMPACT OF
DISCONTINUING FARM USES
OF HEPTACHLOR



MIDWESTERN CORN FARM
ECONOMIC STATUS AND
THE POTENTIAL FOR
LARGE AND FAMILY-SIZED
UNITS

A DEVELOPER
WORLD



AND USSR'S
CONTRIBUTIONS
IN 1971



OUR LAND
AND WATER
RESOURCES
CURRENT AND PROSPECTIVE
SUPPLIES AND USES



POTENTIAL FOR
OILSEED SUNFLOWERS
in the
UNITED STATES



Costs, Margins,
and Projected
Consumption of
Turkey Rolls
and Roasts

INTERFIBER
COMPETITION
WITH
EMPHASIS
ON COTTON

Trends and Projections to 1980



U.S. DEPARTMENT OF AGRICULTURE-ECONOMIC RESEARCH SERVICE-TECHNICAL
IN COOPERATION WITH UNIVERSITY OF CALIFORNIA, DAVIS

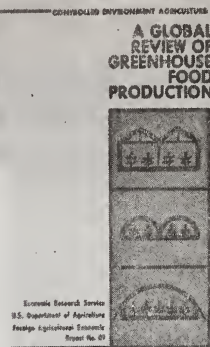
WHEAT
Situation



NEW TECHNOLOGY IN INDIA'S AGRICULTURE
and Outlook for Grain Production



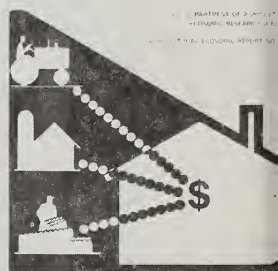
america's
foreign
agricultural
trade



A GLOBAL
REVIEW OF
GREENHOUSE
FOOD
PRODUCTION

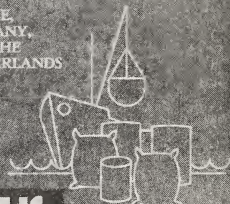
Economic Research Service
U.S. Department of Agriculture
Foreign Agricultural Economy
Report No. 62

ECONOMIC IMPACT
OF CONTROLLING
SURFACE WATER
RUNOFF FROM
U.S. DAIRY FARMS



EXPORT
OPPORTUNITIES FOR
VIETNAM AGRICULTURAL
PRODUCTS IN SELECTED
EUROPEAN MARKETS:

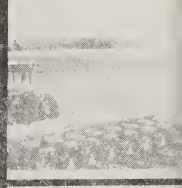
FRANCE,
GERMANY,
AND THE
NETHERLANDS



WHAT IS
OPEN
DATING?



ONE-MAN FARM



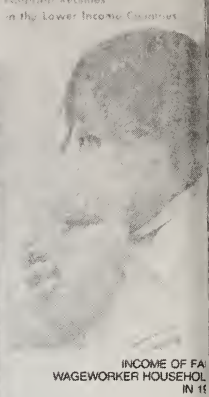
SELECTED U.S. CROP BUDGETS
Yields, Inputs, and Variable Costs



Volume 11



POULTRY
AND EGG
STATISTICS
THROUGH
1972



INCOME OF FARM
WAGEWORKER HOUSEHOLDS
IN 1971



THE FINAL WORD: HOW TO GET AND DISTRIBUTE IT

“What happens now?” most authors ask when the job is ready to go to the printer. By this time, the “job” has perhaps become anthropomorphic. And the author and editor have pretty well known *where* it is and *what* is happening to it. But now it is with reluctance or with good riddance that both the author and editor give it up to “the printer.”

Printer and Time Required

Most ERS research reports are printed by the Government Printing Office or by private printing firms under a GPO contract. In special instances, reports can be printed by the USDA Office of Plant and Operations. The Publications Services Group in ERS Information determines where a report will be printed. For a variety of reasons having to do with printing contract limitations, workload of printers, and the format and complexity of the job to be printed, final determination of who prints a publication usually cannot be made until the printing office receives ready-to-print camera copy.

The time required for printing and delivery of a report varies according to who prints the job, where it is printed (some GPO jobs are printed in Atlanta, for example), the number of pages and complexity of artwork in the report, by the type of cover paper stock and ink color used, and by the workload of the printer. For example, printing by GPO can take up to 3 months, regular contract printing may run 3 to 6 weeks, special contract printing may be done in 24 or 72 hours, and Plant and Operations printing may take 1 to 2 weeks. The special contracts are used mostly for printing periodic reports—such as situation reports and *Foreign Agricultural Trade of the United States*—and occasionally for other reports needed urgently.

Many of these procedures also apply to printing administratively restricted documents and forms. To avoid confusion between the procedures, however, always contact the ERS printing office for details.

Printer's Errors

Whether a job will be reprinted because of a printer's error, and who will pay for the reprinting, depends on the severity and importance of the mistake, as determined by the staff of the Joint Committee on Printing. If the printer leaves out a chart, prints it upside down, or omits a page of a report (the kind of thing that rarely happens), of course the printer will pay for reprinting the job. But if the mistake is one of poor workmanship—such as a bad mixture of ink, or the narrative printed crooked on a page, or too close to the edge of the page—the Committee has ruled that the printer may not assume financial responsibility for reprinting. In such instances, the general rule is that if the document is useable, it should not be reprinted—in the interests of economy.

As indicated in the discussion of errata sheets (p. 7), the editor will give the author a copy of his report as soon as it is off press. He should review this "notification" copy within 24 hours, so that if any printer's errors have been made, a decision can be made regarding reprinting (or preparing an errata sheet).

Volume and Distribution

In general, 2,000 to 5,000 copies of ERS research reports are printed, depending on the subject matter and the series. When a manuscript is submitted to Information for editing, the editor sends a copy of the AD-59 form to the Publications Services Group so that the number of copies to be printed can be determined and distribution planned.

The number of copies that will be printed is based primarily on the number needed to meet the mailing list requirements of the report's series. Via the series mailing list, almost all ERS reports are routinely sent to State agricultural college libraries, to State Agricultural Experiment Stations, to principal U.S. libraries, and to State departments of agriculture. Depending on the particular series, the reports are also sent to special-interest groups—such as foreign embassies, State marketing officials, and State agricultural statisticians.

In addition to the series mailing lists, there are subject matter lists to which reports are distributed. Some of these contain more names than others, and this of course is a factor in determining how many copies of a particular report will be printed.

Other distribution includes the author's needs and any special distribution he wants to make, internal USDA distribution (for ERS and other USDA personnel who have had their names added to mailing lists), and distribution generated by mail and telephone requests for the reports. These mail and telephone requests are usually the result of the report's being publicized in a news release, in the *Farm Index* magazine, and on the ERS Checklist of New Reports.

GPO for-sale distribution.—In many instances, ERS research reports in Departmental series are sold by the Government Printing Office, particularly when the report is of widespread interest and when bulk copies are likely to be requested. The decision on recommending for sale by GPO should be made before the Publications Services group plans distribution, and hence before the number of copies to be printed is determined. The author of the report, the editor, and personnel in Publications Services should work together to make the "for-sale" determination.

Self-mailers.—To facilitate cost savings in the distribution of a publication, most reports must be self-mailers—that is, they must carry on the back cover a postage-paid indicia. However, when that would mean adding three or more blank pages at the end of the report (to achieve the multiples-of-four requirement mentioned on p. 33), the self-mailer is not used. The editor is responsible for determining when a self-mailer should not be used and for preparing the self-mailer when it is to be used.

APPENDIX A—TYPES OF ERS PUBLICATIONS

ERS publishes one-time research reports and a variety of periodic reports for professional and technical audiences, and popular pamphlets geared toward a more general audience. The periodic reports are discussed below, and the series for one-time research reports are identified in appendix B.

Situation Reports are issued one to six times a year depending on the subject matter covered. They include reports on the current situation and short-term outlook for several farm commodities, covering supply, demand, and price developments. Other situation reports deal with developments in farm income, costs, finance, and real estate; in food marketing and retailing; and in world agricultural conditions. Situation reports often contain "special" articles giving the results of particularly timely research.

Farm Finance Reports include the annual *Balance Sheet of the Farming Sector*, which brings together individual series of farm assets and claims to those assets as of January 1. *Farm Mortgage Debt*, also issued annually, shows total farm-mortgage debt and amounts held by principal lender groups, by State. *Farm-Mortgage Lending Experience*, a semiannual report, compares farm mortgages owned, acquired, and repaid during specified time periods, and reviews the activities of selected lender groups. *Farm Real Estate Taxes, Recent Trends and Developments* is an annual report giving per acre and several other measurements of taxes levied on farm real estate. *Agricultural Finance Statistics* provides an annual reference of data pertaining to financing of U.S. agriculture.

Farm Costs and Returns and Efficiency Reports include a number of annual reports on costs and returns of major farm enterprises in various parts of the United States. *Changes in Farm Production and Efficiency* brings together statistics on farm production, inputs, and efficiency, and reviews trends in production, land use, labor productivity, and uses of mechanization and other inputs. Also in this category of periodic reports is *Livestock Feed Relationships—National and State*.

Foreign Agricultural Trade Reports are: *Foreign Agricultural Trade of the United States*, a monthly statistical and analytical review of commodities, markets, and prices in international agricultural trade; and *World Monetary Conditions in Relation to Agricultural Trade*, published in May and November and reviewing important events in international finance and trade and their implications for U.S. agricultural trade.

Rural Population Reports include *Farm Population Estimates*, usually issued annually, which estimates the current farm population by geographic distribution. *Hired Farm Working Force* is an annual compilation of farm labor statistics covering number of persons employed, days worked, wages received, chief activities of workers, and other information. The *Census-ERS Series*, prepared cooperatively with the Bureau of the Census, provides annual estimates of the farm population by age, sex, labor force status, and other characteristics.

Agricultural Economics Research is a quarterly journal of technical articles on methods and results of research in agricultural economics.

Agricultural Finance Review, issued annually, contains articles related to farm and rural credit, financial management, insurance, income, taxation, and agribusiness and financial institutions.

The Farm Index is a monthly magazine that draws upon ERS research to report in nontechnical language information on the farm economy, conditions in rural areas, marketing developments, foreign agriculture, and consumer use of farm products.

APPENDIX B—PUBLICATION SERIES

Nonperiodic ERS publications which do not fit in the Department series (defined below) will be published in either the ERS or ERS Foreign series:

AGENCY SERIES

Purpose. To provide a numbering system for nonperiodic publications of agencies (other than purely administrative issuances) that would not otherwise be numbered in any series.

Audience. Anyone interested in the subject matter. The audience varies for each publication and may include persons producing, marketing, or consuming farm products; and communications media and professional workers interested in agriculture and marketing.

Content. Material not eligible for any of the various USDA series (other than numbered or coded periodic reports and purely administrative issuances). For example, this series might include preliminary reports on marketing research, such as reports on less complete research projects than are reported in the Marketing Research Report series; nonadministrative agency guides and handbooks that lack sufficient general interest to be included in the Agriculture Handbook series; reference lists; reprints of major articles from agency periodicals presenting new information; and any nonperiodic publications printed in the USDA Plant. Publications in the various USDA series are all printed at or through the Government Printing Office because of key distribution by the Superintendent of Documents. The agency series may be printed at or through the GPO or in the USDA Plant, depending on factors of economy or adherence to deadlines.

Distribution. Free. Planned to suit the publication and subject matter, and including wherever possible sales by the Superintendent of Documents.

Listed below are the Departmental publication series in which most nonperiodic publications of ERS are placed.

AGRICULTURAL ECONOMIC REPORTS

Purpose. To make available semitechnical and semipopular information resulting from agricultural economics research.

Audience. Professional and technical workers in agriculture and related fields, especially those concerned with production, marketing, and use of agricultural products, including those in education, industry, and government.

Content. Reports of economic research, including technical reports and semitechnical presentations of research data that will serve professional workers in the field of agricultural economics.

Distribution. Limited free distribution to professional and technical workers, trade and commodity interests, and specialized operators and growers, key libraries, etc.; selected items on sale by Superintendent of Documents.

FOREIGN AGRICULTURAL ECONOMIC REPORTS

Purpose. To make available semitechnical or semipopular information resulting from economic studies and analyses of foreign agricultural situations.

Audience. Professional and technical workers in agriculture and related fields, including related business and industry.

Content. Reports of economic research and analyses of foreign areas and situations, including the competitive position of U.S. agricultural products in given markets and in given areas of the world, and trends and developments in foreign agricultural trade.

Distribution. Limited free distribution to professional and technical workers, trade and commodity interests, and specialized operators and growers; key libraries, etc.; selected items on sale by the Superintendent of Documents.

MARKETING RESEARCH REPORTS

Purpose. To make available semitechnical or semipopular information resulting from marketing research.

Audience. Professional and technical workers in agriculture and related fields, especially those concerned with transporting, processing, and marketing farm products.

Content. Reports of marketing research, including reports on less complete research projects than are reported in the Technical Bulletin series.

Distribution. Limited free distribution to professional and technical workers, trade and commodity interests, and specialized operators and growers; key libraries, etc.; selected items on sale by the Superintendent of Documents.

AGRICULTURE HANDBOOKS

Purpose. To publish manuals of information on agriculture and home economics needed by professional or technical workers in these fields.

Audience. Primarily professional or technical workers in agriculture and related fields.

Content. Reference or working-tool information, including guides, specifications, glossaries of terms, and lists of plants and animals.

Distribution. Free to selected groups of professional or technical workers; key libraries, etc.; on sale by the Superintendent of Documents.

TECHNICAL BULLETINS

Purpose. To publish substantial original contributions to scientific or technical knowledge so that this knowledge may be available for adaptation, demonstration, and use in the laboratory, on the farm, or in the factory.

Audience. Primarily scientists, specialists, and advanced students.

Content. Usually the full, final report of a research project or of a major segment of a large research project; material of the highest scientific authority.

Distribution. Limited free distribution to scientists and specialists in the field; key libraries, etc.; on sale by the Superintendent of Documents.

STATISTICAL BULLETINS

Purpose. To publish needed statistics on agriculture obtained and compiled as part of the Department's work.

Audience. Professional and technical workers and groups in agriculture, business, industry, and education.

Content. Statistics on such subjects as production, movement from the farm, receipts at principal markets, reshipments, farm and market prices, exports and imports, production of foreign countries, and foreign market prices.

Distribution. Limited free distribution to professional and technical workers and libraries; on sale by the Superintendent of Documents.

MISCELLANEOUS PUBLICATIONS

Purpose. To publish essential information, including special reports, not adapted to inclusion in any one of the other Department series.

Audience. Depending on the specific publication.

Content. May include special reports, directories, catalogs, bibliographies, reference lists, and other materials which do not readily fit into one of the other series.

Distribution. Planned to suit the specific publication, and including wherever possible sales by the Superintendent of Documents.

AGRICULTURAL INFORMATION BULLETINS

Purpose. To publish popular, nontechnical information of a more specialized character than that included in the Farmers' Bulletin, Home and Garden Bulletin, or Leaflet series.

Audience. The general public.

Content. Information of a more specialized or more complete character or information issued for a more specific audience or purpose than that included in the Farmers' Bulletin, Home and Garden, or Leaflet series.

Distribution. Free to selected groups of professional and technical workers, educators, and other cooperators; key libraries, etc.; on sale by Superintendent of Documents.

MARKETING BULLETINS

Purpose. To give useful information on agricultural marketing to the public.

Audience. Primarily persons and concerns or groups involved in marketing, transporting, and processing farm products.

Content. Subjects of importance relating to agricultural marketing coming properly within the range of Department activities, and including buying, selling, transporting, storing, processing, packaging, wholesaling, and retailing farm-derived products. Aimed at disseminating important marketing information to the general public, and at increasing the efficiency of agricultural marketing practices. Less technical than Marketing Research Reports.

Distribution. Selected items free through Members of Congress. Free to selected groups, such as professional and technical workers, including extension personnel, key people in the marketing field; key libraries, etc.; with emphasis on interested groups and concerns reprinting bulk supplies and on sale by the Superintendent of Documents.

LEAFLETS

Purpose. To give the public especially brief statements of the kinds of information suitable for Farmers' Bulletins or Home and Garden Bulletins, but capable of being presented in 1-8 pages.

Audience. Same as for Farmers' Bulletins or Home and Garden Bulletins.

Content. Same as for Farmers' Bulletins or Home and Garden Bulletins, but adaptable to especially brief presentation. Concise, nontechnical, readable, and popular in style.

Distribution. Similar to Farmers' Bulletins.

PROGRAM AIDS

Purpose. To publish information as needed on current programs of the Department in order to further the purposes of these programs.

Audience. Individuals affected by the programs.

Content. Information on programs of individual agencies or several agencies, or programs of a Department-wide nature. Concise, popular, and readable in style.

Distribution. Free, immediate, and widespread to those concerned.

FARMERS' BULLETINS

Purpose. To give farmers, ranchers, and others useful information on agriculture, presented so that they can readily read, understand, and apply the information.

Audience. Primarily farmers and ranchers.

Content. Agricultural subjects of widespread interest coming properly within the range of Department activities. These bulletins will emphasize the practical application of agricultural information, stressing directions and recommendations. Concise, nontechnical, readable, and popular in style.

Distribution. Free through Members of Congress and State and county Extension offices; on sale by the Superintendent of Documents.

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